

Consumer Behaviour at Digital Platform - A Case Study of Ajmer District, Rajasthan



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Abstract

Consumer behaviour is the study of individuals, groups or organization and all the activities which is related with the purchase of goods and services to satisfy consumer's needs. In recent days consumers prefer online shopping instead of traditional shopping. Digital marketing is playing an important role for the development of E-commerce. The internet technology is changing the buying behaviour of consumer because of many reasons like internet literacy, easy use, low cost etc. Consumer behaviour is affected by many factors like price, features, quality, packaging, status, generation, age of the customer etc. Youth is the most important group who affects the buying pattern because they mostly follow the fashion and taste according to the changing scenario.

This research paper aims to examine the impact of digitalization on consumer behaviour and to study the changing behaviour of consumer in this respect. The research paper also focuses the online buying habits of consumer at the online digital platform. The paper highlights the growth and opportunities of the online platform, especially flipkart, as flipkart is a big player for online shopping concerned in India. The paper also examines the positive and negative impacts of online shopping.

Keywords: Consumer Behaviour, Digital Platform, Digital Marketing, E-Commerce, Online Shopping, Traditional Shopping, Flipkart.

Introduction

Present digitization era is deliberated the greatest phase for consumers. Digitalization has equipped the consumer with an unlimited arsenal of digital-market. Smart-phones, tablets and other digital devices have made easy access to internet and facilitated for acceleration of the consumers' online acceptance and smart buying decisions. The expansion of digital-marketing has made significant impact on the consumer's purchasing decision-process and changed the consumer's behavior.

The buying approach and process of consumers are absolutely changed from what they use in the earlier. There is a swing in market-control from the marketer to the consumer which indicates a innovative organization of consumers-marketers and business association. Consumers search online for various choices and different features of the products and take decisions accordingly and have the viewpoint and virtually know-how a product before finally purchases. Nowadays, consumers are mostly connected 24 hours a day through their smart phones hence, the various online shopping via mobile-optimized applications and websites are ever so developing. Government of India launched the campaign Digital India. As per recent study, Indian spends most of their time (almost 60%) on digital shopping or online shopping.

Vast, easy and low-cost access to the Internet is transmuting consumer behaviors and traditions. An effort-less comparison of the consumers has enabled them to make more competitive alternative assessments. At present, Consumers are able to evaluate a product on many dynamic standards.

The digital market is significant for the growth of e-commerce. E-commerce deals broader opportunities for consumers and businesses but at the same time may contain of risks also. Consumers now understand their power and will use it when they are not satisfied with a service. A

simple expression of their consumers. Trust and self-reliance in e-commerce will only develop if basic dissatisfaction can impact easily other privileges as well as responsibilities in the digital environment are more clear and clear. Fundamental changes in the business environment increase the trend of digital marketing. It is very important for online marketing organizations to understand the consumer characteristics, their online buying purposes and their behaviour. As younger generation mostly track the style and fashion according to the new changing situation so the e-commerce companies are forced to understand the youth's buying behaviour.

The social, cultural, psychological and personal factors influence the consumer behaviour. The present generation is more fascinated with the online shopping than the traditional shopping. In the past, sellers used the promotional modes for increasing their consumers but now digital channels enabled consumers to respond and express their opinions. Business and consumers are opting technology because of the information and technological changes. Technology has changed the past era, where the consumer has to wait for the open of the business, now with the introduction of e-commerce and mobile phones, customers can access products at anytime.

Review of Literature

Dr. Manias Nagabhushanam & Kavya Shree K. M. (2018) analysed consumer concept and internet subscriber like urban subscriber and rural subscriber also presented internet technology and consumer behaviour theories. Dr. V. Vijayalakshmi & Dr. R. Lakshmi (2018) studied the shopping behaviour of young generation and revealed that the most of young generation are interested in online shopping because they know about technology and follow fashion and recent changes. Mohamma Anisur Rehman, Md. Aminul Islam & Bushra Humyra Esha (2018) examined consumer buying behaviour trends towards online shopping and they took the special reference of Dhaka City, Bangladesh. Dr. Richa Ranjan Singh, Sachin Mittal & Ankur Kukreti (2018) highlighted the various factors that affect the online buying behavior and also presented the information about E-commerce business site. T Kavitha (2017) studied buying behaviour of online consumer according to the age, gender, income, educational qualification and payment modes.

Dr. S. Sivasankaran (2017) observed the buying behaviour of youth consumers and digital scenario in India. Preeti Khanna and Brinda Sampat (2015) examined the factors influencing online shopping at festival time and found that most of the consumers preferred to buy online products on festival time. Mathur, (2014) "A study of online shopping habits of consumers in India" analysed that the online consumers use internet at their work place and cash on delivery is the common way of payment for online shopping. Chaturvedi, (2014) found that the basic reasons for online shopping is home delivery is preferred by consumers and most of consumers preferred to buy electronic products and clothing also present that the social media have an impact on consumer decisions.

Objectives of the Study

The main objectives of the study are listed as follows:

1. To examine the impact of digitalization on consumer behaviour and to study the changing behaviour of consumer in this respect.
2. To observe the relationship between consumer behaviour and online shopping intention.
3. To determine which factor affect the consumer to choose online shopping instead of traditional trading.
4. To find out whether online shopping is beneficial for the consumer.
5. To analyze whether online shopping is better than traditional shopping.

Research Methodology

Area of the Study

In this present study, an effort had been taken to examine the impact of digitalization on consumer behaviour and to study the changing behaviour of consumer in Ajmer district of Rajasthan. The study is confined to Ajmer district of Rajasthan and covers both urban and rural areas of Ajmer district.

Sources of The Data

This empirical and exploratory study is based on primary data which is collected through pre-structured questionnaires from 150 online shopping consumers of both urban and rural areas of Ajmer district. The pre-structured questionnaire was carefully designed after a pilot study and several discussions with online shopping consumers. Respondents were considered and classified in different age group, different income group, area, gender, occupation and educational qualification.

Sampling Technique

The survey was conducted on the basis of convenience sampling method. For developing a sample design, totally 150 respondents were selected for this study.

Tools for Analysis

The filled 150 pre-structured interview questionnaires were scrupulously plaid and compiled. Tabulation of data has been done to illustrate propensity, patterns and culminations. The base of data analyzing is the information provided by the respondents. Data were analysed with the help of charts, tables ranks and percentages.

Impact of Digital Era on Consumer Behaviour

India is the one of the fastest growing e-commerce markets in the world. It has the largest and fastest growing populations of internet users in the world. Not only big corporates but also small and medium enterprises use E-commerce in India. Digital marketing has touched new heights with boom in smart phones. Digital or online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from online sites. Digital Marketing means buying and selling of products, and services through computer networks or

internet. Increasingly wealthy populations of young internet customers are spending more time and money online and in doing so are influencing shopping trends.

Among the popular online products are books, apparel, cosmetics, consumer electronics, travel and financial services. Buying behaviour of an individual plays an important role in the online shopping. Buying behaviour marketing is a process of establishing relationships between products and buying behaviour groups. It divide the market on the basis of buying behaviour dimensions, positioning the product in a way that appeals to the activities, interests and opinions of the market and undertaking specific promotional activities which attract buying behaviour to enhance the market value of the online product.

Consumers provide their requirement and opinion on social media. They set their own standards and make comparisons with others brands. Digitalization provides many optionof products to consumers on social media. They can compare with quality, price and then they select easily. The most important marketing tool is word of mouth. In traditional marketing, where people used to take review of other people but in digital marketing this is done by taking review of experts, users and ratings. The Digital platform provides positive messages and it boosts the reputation of the company for excellent products.

In traditional shopping most of time consumers takes review of particular product and then take decision for buying. By digitalization new communication channels are introduced, where the consumers directly interact with the producers. If consumers have any quarries, they need immediate reaction and they get very fast and clear response, that's why they prefer online shopping, if consumers do not get the response of their queries, it will damage the brand reputation because that information is accessible to millions of people. Competitors are engaging in the direct competition by lower barriers of entry provided by globalization, de-regulation and technological developments. Consumers have always experimenting behaviour.

Digital marketing creates awareness about different and new products and having easy access to the different services. A consumer in traditional shopping trusts only one brand but because of digital platform consumers switches new products with better features. There are many online shopping sites like: Amazon, Flipkart, Shopclous, Club factory, E-bay, Myntra etc. The digitalization era is changing consumer awareness and product development not only in urban areas as well as rural areas. A huge number of brands are available at online sites. Consumers have become more demanding. The demanding customers have become more outspoken about their choices and preferences. Every purchase decision is evaluated and ranked to ensure that it's the best decision. They know what they want, how they want and from whom they want. While selecting product and services, consumer rely other people.

Recommendations from known people are now more trusted.

Consumers find a required product by visiting the website of the retailer directly or by searching best alternative vendors, which provide the same products availability and pricing at different e-retailers. Modern consumers are more variety seekers. To satisfy and retain customers, it is very necessary to actually predict the behaviour of consumers. Digital marketing provides promotion of products or brands to the online retailers through social media. Digital marketers monitor things like what is being viewed, what content works and doesn't work. Through the digital platform producers understand the requirements and needs of consumers. Through online marketing, companies aim to attract new customers by promising superior value and maintain current ones.

An online store provides facility to the customer to browse the different products and services, view photos or images of the products, along with information about the product specifications, features and prices. Online stores enableshoppers to use "search" features to find specific models, brands or items. Online customers must have access to the Internet and a valid method of payment in order to complete a transaction, such as a credit card, debit card, or cash on delivery. In India, cash on delivery is the most preferred payment method.

Online marketing promote products or services. It has a large impact on marketing since it was invented and realized to be an effective marketing tool. It has helped the companies to know more about different consumers and their needs. At present, the concept of online marketing has opened more opportunities to companies for attract consumers. The online marketers focuson customer needs, customization of the products, faster product testing and shorter product life cycles.

Price is the most important element since it can be affects quickly to the market's demand. The price on the internet has become very competitive. There are two reasons for that: one is price transparency on the internet as it is much quicker and easier to compare prices by visiting company's websites. Companies can gain advantage of the low cost of advertising of their products. By online offers and frequently updated information's, companies can encourage customers to visit their sites.

Internet is becoming the main part of communication and convenience of doing business. It has changed social and professional lives by becoming an important part of their daily lives. Consumers use internet for networking, sharing experiences, chatting, online purchases, making online investments and banking online. In the globalization, the Internet provides global reach, easy access and enhances interaction with consumer. It also enhances other activities like collecting market data, promoting services, increasing visibility, and handling supply chain to promote flexible new retail channel. These observations reveals that more and more consumers are turning to the World Wide Web

for their shopping needs, which gives them access to either local or international products with just a click of the mouse.

Some time it believes that festival season provides a great opportunity to increase in online shopping. The festive feel good factor, gifting and targeted campaigns all contribute to this growth. In general, festivals in India see significant increase for many categories including durables, cars, electronics etc. Due to changing scenario of technology business organizations have changed the marketing technology from the traditional method to electronic method of selling products. Business organizations use internet as a main vehicle to conduct commercial transactions in the online platform.

Positive and Negative Impact of Online Shopping

Online shopping opened many opportunities not only for the retailers but also for the consumers. The online shopping has some merits like Saves time and efforts, Convenience of shopping at home, Wide range of products are available, lower prices, Get detailed information of the product and comparisons. Although online consumers enjoy many benefits they are also prey for the online fraud in certain circumstances. The main disadvantage of online shopping is physical verification regarding the quality of the product is not available and cannot receive the product immediately. Buyers had to wait until the product arrives. Sometimes it is better to have an item instantly than keep waiting for it for many days. Also users have to pay delivery charges, shipping fees. Many times the prices presented in foreign currency, so it is difficult to find the correct price of the product.

Online Indian users are usually avoiding personal details to expose, including credit and debit card details on a virtual platform. Many times they fear about the loss of credit card information, theft of credit card information. Consumers usually get irritated with long processing time which necessitates a waiting period for receipt of the product.

Flipkart - An Indian E-Commerce Company

Flipkart is an Indian company which is established in 2007 by Sachin Bansal and Binny Bansal. Flipkart is registered in Singapore, and has its headquarters in Bangalore. Flipkart is world's top 10 most visited E-commerce website of India. Flipkart is one of the best e-commerce companies in India. It has set a perfect example for all start up aspirants by growing a thousand times over a decade. With a wide range of products Flipkart has also started focusing on their delivery service to their customers. It is the fastest growing e-commerce website in India. It sells about 30-35 products per minute. It has a record user in India only. Flipkart employs more than 33,000 people. Flipkart has a very strong presence on digital platform. It has more followers, likes and review than Amazon India. Every consumer of Flipkart shared pictures and experiences.

Flipkart has tried to involve consumers through quiz. It used YouTube to upload advertisements and special events. It provides open platform for everyone to become merchants. It provides the facility of quick and easy access to the

consumers. It provides good consumers service that enables the high level of consumer satisfaction. Consumer satisfaction will be a key driver of success. It has built itself on the core foundations of reliability, quickness, credibility, variety and quality. It has an amazing recommendation system at place to make product discovery faster. This system is used for predict consumers needs and requirements. They help consumers by providing rated products, wish list items, bought items, compare history. This allows consumers to shop online without worrying about the risk involved. It provides the facility to its user to return products within 30 days with full refund of money.

Companies are starting to invest heavily in target-based advertising with personalisation being the key driver. By creating these targeted advertisements towards a particular consumer, backed by insights based on parameters such as previous purchases, intent and likelihood of return, e-commerce ads are poised to grow multiple folds over the next few years. Flipkart has created a Machine Learning model that identifies incomplete addresses that improved the rate of successful deliveries and reduced product return rates. By this model Flipkart is trying to blacklist the fraudulent sellers who are buying product on a discount off e-commerce websites and resell to the consumers.

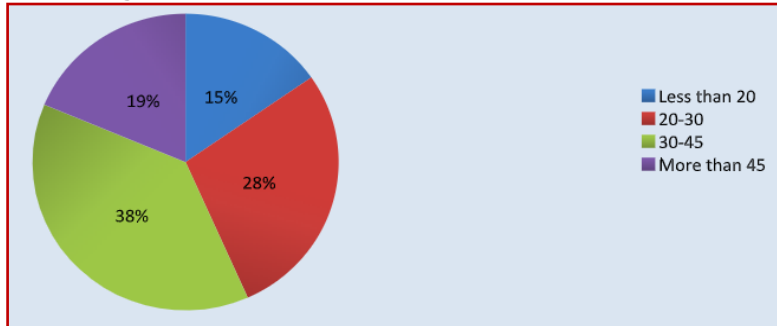
Flipkart provides suggestions and answers to specific queries such as size, delivery time etc. By this consumers feel more empowered and satisfaction, it increases the profitability. When a company like Flipkart, which has been around for a decade now decides to tap into their customer data, they know the advantage it possesses. Customer data provides unique insights on customer shopping patterns and behaviour over the years that it can be used to target personalized ads at them. Flipkart creates a private label which is based on the shopping data of their fashion customers. It is expected that Flipkart is able to capture most of the market share for e-commerce.

Flipkart.com is India's leading marketplace with over 20 million products across 70+ categories including baby care, books, clothes, games and toys, home and kitchen, footwear, jewellery, laptops, etc. Flipkart allows payment methods such as cash on delivery, credit or debit card transactions, net banking, e-gift voucher and card swipe on delivery. The people are found to shop online during special occasions for their near and dear especially on occasions like birthdays, weddings, Diwali. Special attention is given to festive season by the Indian consumer during shopping. People would like to buy a variety of gifts for family, friends and relatives under one roof. In most families, women are the chief decision makers. The perception of making purchases online may vary from consumer to consumer.

Data Analysis and Interpretation

The following figures and tables shows the age groups, income groups, occupation, educational qualification, online shopping site preference, area and gender wise classification, reasons for online shopping preference over traditional shopping of respondents, consumer's satisfaction level of online shopping.

Figure – 1
Age Group of Consumers (% of Total Respondents)

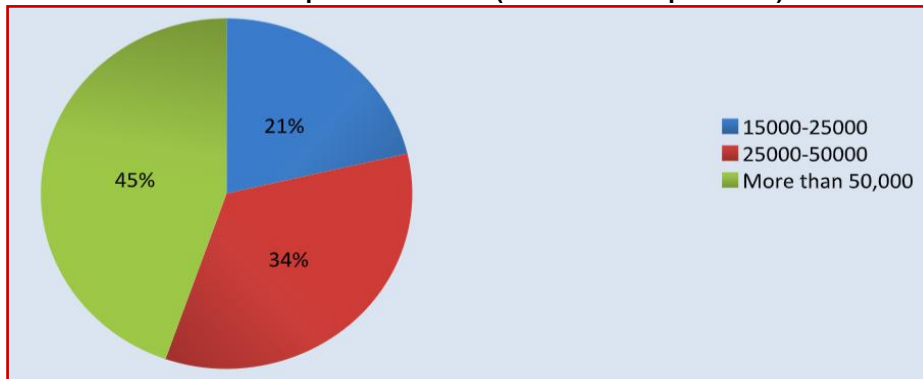


Source: Primary Data collected through questionnaires

The age groups of the respondents is given in figure-1, out of 150 respondents taken for the study, 15% consumer belong to the age of less than 20 years, 28% belong to the age of 20-30 years, 38%

belong to the age of 30-45 years and 19% belong to more than the age of 45 years.

Figure- 2
Income Group of Consumers (% of Total Respondents)

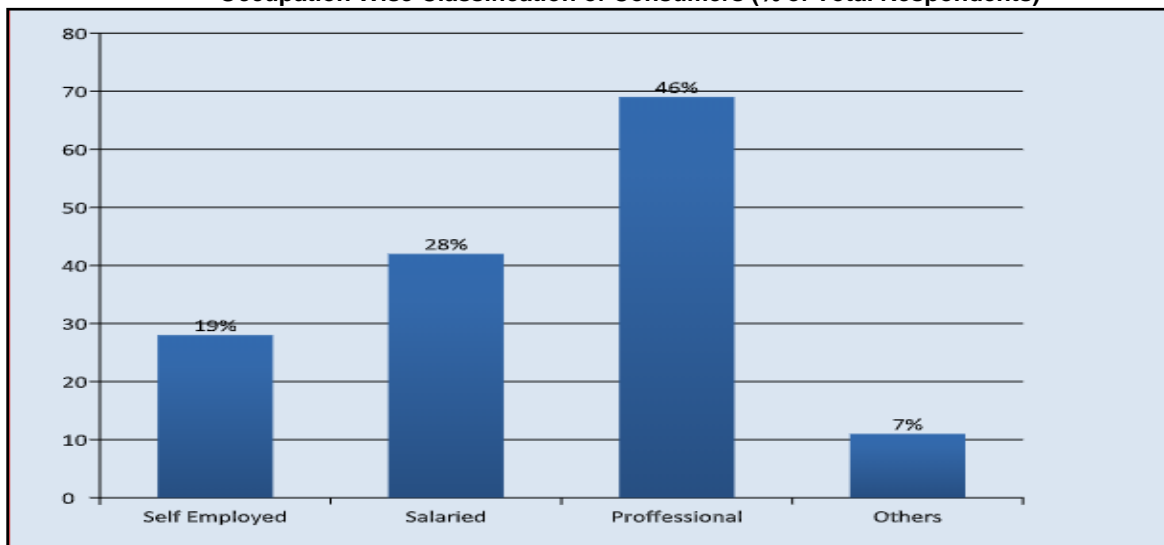


Source: Primary Data collected through questionnaires

Data of income groups of respondents is analysed in figure-2 and it reveals that 21% consumer have the income level of Rs. 15,000 to

25,000, 34% have the income level of Rs. 25,000 to 50,000 and 45% have the income more than Rs.50,000.

Figure-3
Occupation Wise Classification of Consumers (% of Total Respondents)

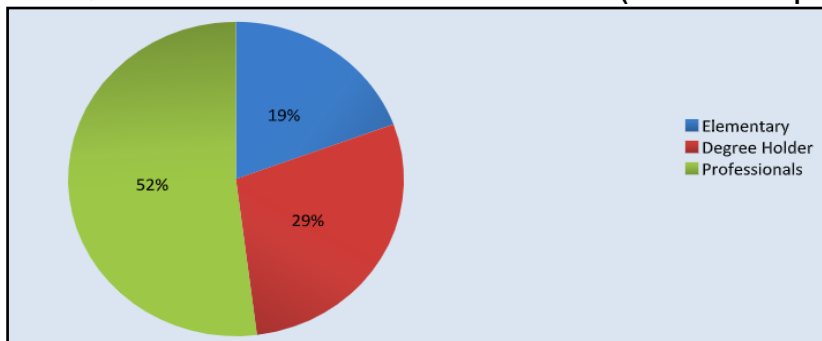


Source: Primary Data collected through questionnaires

Figure-3 shows the occupation wise classification of consumers, out of 150 respondents, it has been observed that 19% consumers are self-

employed, 28% are salaried, 46% are professionals and 7% belongs to other categories.

Figure-4
Educational Qualification Wise Classification of Consumers (% of Total Respondents)



Source: Primary Data collected through questionnaires

Figure-4 shows educational qualifications classification of Consumers. It is analysed that out of 150 respondents, 19% belongs to elementary

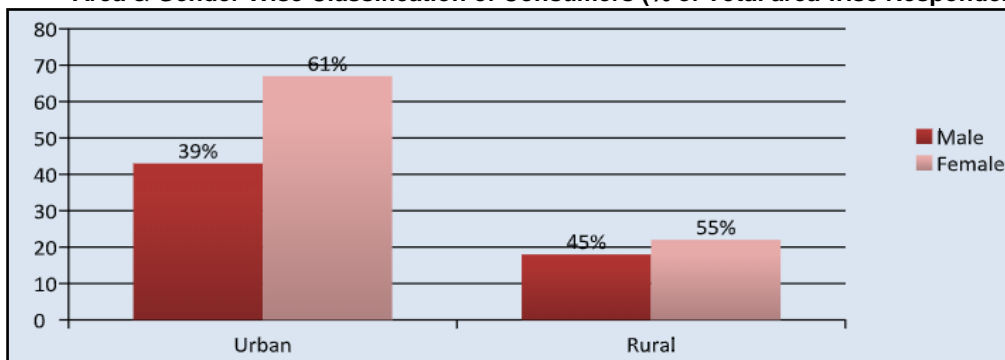
education, 29% belongs to degree holders and 52% belongs to professional.

Table-1 Area and Gender Wise classification of Consumers

Respondent According to Area and Gender wise	Male	Female	Total
Urban	43	67	110
Rural	18	22	40
Total	61	89	150

Source: Primary Data collected through questionnaires

Figure-5
Area & Gender Wise Classification of Consumers (% of Total area wise Respondents)

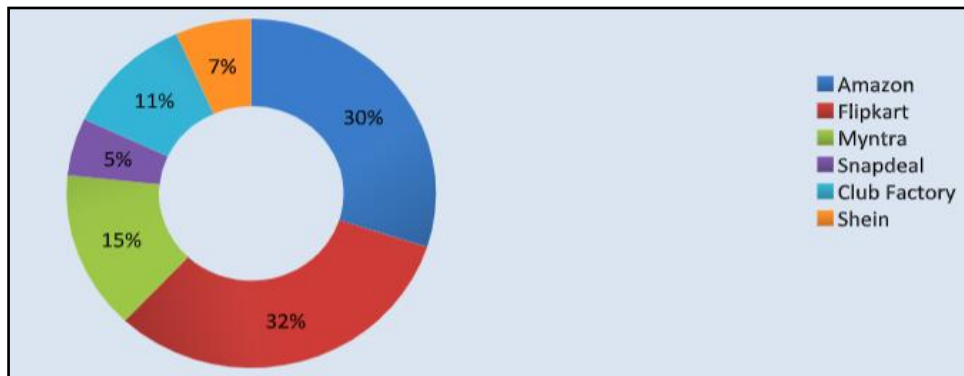


Source: Primary Data collected through questionnaires

Gender wise as well as rural and urban areas wise number of respondents shows in Table-1 and figure-5. It is observed from data analysis that firstly, in urban areas there is more trend of online shopping instead of rural areas and secondly, instead of male, females are more preferring online shopping

in both areas. In urban areas 39% males and 61% females prefer the online shopping and in rural areas 45% males and 55% females prefer the online shopping.

Figure-6
Online Shopping Site Preference of Consumer (% of Total Respondents)



Source: Primary Data collected through questionnaires

Figure-6 shows which online shopping sites are preferred by respondents. Data revealed that out of 150 respondents; mostly consumers visit and make online shopping through two famous on line shopping sites Flipkart and Amazon. Flipkart is used by 32%

and Amazon is used by 30% of total respondents. Out of remaining 28% respondents; 15% use Myntra, 5% use Snapdeal, 11% use Club Factory and 7% use Shein for online shopping.

Table -2 Reasons for Online Shopping Preference over Traditional Shopping

Reasons	Respondent's preference out of Total No. of Respondents	Rank	Percentage
Ease of Shopping	56	IV	37%
Low Price	69	III	46%
Latest Fashion	84	I	56%
Product Quality	37	VI	27%
Offers and Discounts	72	II	48%
Time Saving	48	V	32%

Source: Primary Data collected through questionnaires

Data of table-2 shows the reasons and ranks which are given by respondents for online shopping preference over traditional shopping. It is observed from data analysis that out of 150 respondents 56% respondents give "latest fashion" I rank for online shopping preference over traditional shopping. "Offers

and Discounts" with 48% respondents stands for II rank, "Low Price" with 46% respondents stands for III rank, "Ease of Shopping" with 37% respondents stand IV rank, "Time Saving" with 32 % respondents stand for V rank, "Product Quality" with 27% respondents stand for VI rank.

Table-3 Consumer's Satisfaction Level of Online Shopping

Level of Satisfaction	No. of Respondents	Percentage
Very High	65	43%
High	43	29%
Moderate	21	14%
Low	13	9%
Very Low	8	5%
Total	150	100%

Source: Primary Data collected through questionnaires

Table-3 shows the consumer's satisfaction level of online Shopping. Data from the above table reveals that satisfaction level of 43% respondents is very high, whereas only 5% respondents have very low level of satisfaction.

Findings and Suggestion

Mostly consumers use to share their experiences with the brand. Many times it would be positive or negative. Instead of positive review, consumers are more attracted towards the negative reviews and the negative feedback is misused by the competitors so every brand should follow online reputation management strategy, where sellers make interactions with the consumers to convert their negative review to the positive review. Marketers need to be sharp and keep an eye out for changing trends and accommodate or adjust their strategies accordingly. With more data-driven and proven results

paving the way for the future, e-commerce is going to transform the way people shop.

Marketers need to start capturing customer intent data so that marketing and experience can become contextually relevant to individual consumers, perhaps for the first time. As a marketer, we can expect marketing to be less about a quick sell and more about building a long-term relationship. As per the survey Flipkart is more popular in India. Most of respondents to visit website twice in a week on their mobile phones and they use their mobile application for online shopping. Around 68% consumers prefer online shopping instead of traditional shopping. The company can create a strategy to advertise their products focusing on women consumers. The company has to keep an eye on the consumers who are the age of 30-45 years by introducing various products through online marketing.

Primary survey was held among 150 people consisting of majority self-employed, salaried and professionals. According to this research study many consumers are from professional category so the company can have good marketing strategy which provides the super service to attract all types of customers. Quality of the product and website design creates a positive impact on online shopping. So the manufacturer and the seller should concentrate more on the designing part of the websites. The digital revolution has impacted enterprises globally and companies are restructuring their business strategies to grab the opportunities. Digital means getting more productive. In today's era consumers want everything in microseconds, the challenge lies in stability and security.

The online retailers need to understand their line of business for which information is needed. The challenge for the retailer is whom the consumer to be targeted, when to be targeted, etc. needs a comprehensive strategy. The online shopping provides opportunities to the companies for selling their products to the whole world without additional cost. Company has to analyse the buying behaviour of consumers and customer satisfaction. Differentiating factors such as discounts and deals are major motivators for consumers transacting online. But to keep the consumer hooked longer, other parameters such as consumer experience, product assortment, services, etc. will soon gain equal importance. A good e-commerce seller who can use the right mix of digital tools that are future-proof will sail through the year and set themselves up for the next few years as well.

Conclusion

The study analyzes the impact of digitalization on consumer behavior and concludes that Consumers prefer online trading instead of traditional shopping and social media playing important role for increasing E-commerce. The online shopping is becoming more popular day by day. There is rise in online shopping among youngsters and professional in India. Flipkart is user friendly, attractive website for online shopping. Not only consumers but also online retailers use social media for online business. Understanding consumer needs become challenging task for marketers, working on factors that affect consumers to shop online will help marketers to gain the competitive advantage.

Digital technologies and platforms are revolutionizing the traditional shopping processes. Although it is observed that price and product specs remain key factors in selecting a particular item but understanding the consumer's behaviour along with shopping history and analyzing the same with the help of other relevant data for making personalized recommendations can further improve the selection process and stickiness with the online retailer.

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